



Marketo Sales Insight

Marketo Sales Insight is a social sales application that enables smart selling and more closed business by helping sales teams understand, prioritize, and interact with the hottest leads and opportunities. Sales reps are better prepared at every stage of the revenue cycle to deliver the right response at the right time to ensure the right revenue results. Marketo Sales Insight works natively inside Salesforce CRM, meaning there's nothing new to learn, no new tools to install, and no need for additional IT support.

Today's B2B buying process has changed. Prospects are more informed than ever, gathering information on products and services through the Web, social media, and third parties, and will only interact with you when they are ready. As a result, sales teams require the deepest insight possible to understand B2B buyer intent — from demographic attributes to online behaviors — and then use this information to react quickly to the hottest leads and opportunities in a highly targeted and relevant way.

A "Sixth-Sense" Awareness for Sales

Designed expressly for the needs of sales users, Marketo Sales Insight offers sales reps unprecedented insight into their best leads and opportunities, and highlights the most relevant information to help close more business faster. Marketo Sales Insight gives reps a "sixth sense" so they are able to contact the right leads with the right message at the right time. Sales can also send smart email campaigns and get instant updates when leads and opportunities open email, visit the Web site, or show other relevant buying signs. Finally, Marketo Sales Insight is a 100% native Force.com application, meaning there's nothing new to learn, no new tools to install, and no need for additional IT support.

The Marketo Difference

Marketo Sales Insight is the only solution that prepares Sales at every stage of the revenue cycle to deliver the right response at the right time and ensure the right revenue results.

- **Unmatched sales intelligence** - By gaining sales intelligence that is easier to understand and digest, sales teams can react more quickly to their hottest leads, gain deeper insight into buyer behavior, and have more relevant conversations that close deals.
- **Prioritization for faster sales reaction** - Sales reps often don't have time to sift through all prospect activity details. With Marketo Sales Insight, they see a continuously updated dashboard of their best leads and opportunities, prioritized by quality and urgency.
- **On-the-go sales insight** - Sales teams are mobile — their sales insights should be as well. Marketo Sales Insight delivers information directly inside Salesforce, on mobile phones, and via email or SMS alerts.
- **Behavioral tracking for known and anonymous prospects insights** - Marketo tracks all Web activity, including the visitors you don't know yet. By using IP-lookup technology, Marketo tells reps the names of the companies in their territory that are visiting the Web site and turns that anonymous traffic into business contacts using Jigsaw, Demandbase, and LinkedIn.
- **Email and campaign capabilities to empower Sales** - Marketo provides true sales and marketing alignment, giving sales reps the ability to not only send personalized emails, but also add prospects to campaigns. With Marketo, reps can determine which leads to recycle back to marketing for nurturing, ensuring that no lead gets lost in the funnel.

Customer Impact

- Over 80% of Salesforce customers buy Marketo Sales Insight
- Received AppExchange Best of '10 and '09 Award
- Customers with Market Sales Insight see a 17% win rate improvement and 8% compression of the sales cycle.

Some of Our Customers



Customer Impact

"With Marketo, we now have 100% visibility into what is happening across marketing and our website. We've also seen over a 10% decrease in our cost of sale, and a 30% decrease in our sales cycle."

— Paul Dunay, CMO, Networked Insights

"With the help of Marketo Lead Management and Sales Insight we've seen a 120% year-over-year increase in new sales bookings and 95% year-over-year growth in new deals."

— Meyleen Beichler, Senior Director, Demand Generation, Rimini Street

"In 6 months we've seen revenue grow 2.1 times. Our pipeline has also grown 239% because of the volume of high quality leads and the instant visibility sales has into prospects' engagements with us."

— Drew Sollberger, Lead Gen Manager, Socialware

About Marketo

Marketo is the global leader in Revenue Performance Management. Marketo's powerful yet easy-to-use marketing automation and sales effectiveness solutions transform how marketing and sales teams of all sizes work — and work together — to drive dramatically increased revenue performance and fuel business growth. The company's proven technology, comprehensive services and expert guidance are helping corporations around the world to turn marketing from a cost center to a business-building revenue driver.

Marketo has been recognized by CRM Magazine as the "2011 CRM Market Leaders Awards Winner for Marketing Solutions," the 2010 CODiE award for "Best Marketing Solution," the "Best Sales and Marketing 2.0 Solution" from SellingPower and the "Best Marketing Automation Application" by Salesforce customers on the AppExchange. As of August 2011, more than 1,200 enterprise and mid-market clients globally have adopted Marketo solutions. For more information, visit <http://www.marketo.com>, or subscribe to Marketo's award-winning blogs at <http://blog.marketo.com>



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Key Capabilities

Best Bets and Watch List

Focus instantly on the hottest leads and opportunities to:

- See a dashboard of the best prospects in your territory
- Prioritize your time based on quality (Stars)
- Find the hottest opportunities using urgency (Flames)
- Follow the leads and contacts you care about most

Interesting Moments

Monitor the key moments that really matter to sales to:

- Get Facebook-style "status updates" from the leads and contacts you follow
- Highlight key activities that indicate buying interest
- Use the collective intelligence of marketing and sales to synthesize detail activity data

Lead Feed and Instant Notifications

Get updates from your contacts, anytime and anyplace, enabling you to:

- See continuous updates from your leads and contacts
- Subscribe to your feed over RSS
- Get instant notifications over email or a mobile device

Lead Detail and Activity Tracking

Understand the interests and activity of each account, with the ability to:

- Drill into leads, contacts, accounts, or opportunities
- Identify when accounts are engaged with you, and what they are interested in discussing
- See which messages your contacts respond to, and what content they download
- Transform cold calls to "warm" calls by seeing which leads open emails and visit the Web site

Manager and Custom Views

Increase team collaboration and manager effectiveness with:

- An at-a-glance dashboard of the sales team's list of Best Bet leads
- Custom views and filters to enable teams to collaborate on specific leads and opportunities

Insight to Action

Sell smart using Marketo email and Smart Campaigns to:

- Work directly inside Outlook or Salesforce CRM
- Use best practice templates or start from scratch to send individual emails
- Add prospects to lead nurturing flows and other campaigns

Anonymous Web Traffic

Turn anonymous Web visitors into leads to:

- See names of companies visiting the website
- Use LinkedIn to find connections at visiting companies
- Research companies and buy business contacts using Jigsaw and Demandbase

Native Force.com Application

Work natively inside Salesforce CRM in order to:

- Avoid having to learn anything new and work the way Salesforce operates
- Enable fast adoption with no training
- Install quickly by any Salesforce administrator

ENABLE YOUR SALES REPS

Learn more at **+1.877.260.MKTO**
sales@marketo.com or
www.marketo.com.

Name	Account	Last Interesting Moment	Status	Priority	Hide
Sue Mosher	Exxon Inc.	Event: Attended Webinar 7 week ago	Needs Analysis	🔥🔥🔥🔥🔥	
Rosa Simonsch	Simonsch Family	Event: Visited booth at trade show 1 week ago	Negotiation/Review	🔥🔥🔥🔥🔥	
Deborah Wilman	Clavel Inc.	Web: Filled out form 2 weeks ago	Prospecting	🔥🔥🔥🔥🔥	
Jessica Cephus	Dbaa Limited	Web: Visited multiple pages 2 weeks ago	Contacted	🔥🔥🔥🔥🔥	
Adam Diddion	Revelon Enterprise	Event: Registered for Webinar 2 weeks ago	Lead	🔥🔥🔥🔥🔥	
Bruck Aquilar	Ellyn Inc.	Web: Filled out form 5 weeks ago	Contacted	🔥🔥🔥🔥🔥	
Gabriel Saetam	Satvart Enterprise	Lead: assigned new lead owner 7 weeks ago	Open-not contacted	🔥🔥🔥🔥🔥	

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